

From the highest echelons of management to the highest peaks

Martin Riebel steps down as CEO of the Schwan Outdoor Group

After 14 years as CEO, Martin Riebel is starting a new chapter in an area that's always been close to his heart; the mountains.

Heroldsberg, Germany, May 2026. At the end of June, Martin Riebel is stepping down as CEO of Schwan-STABILO Outdoor Group at the age of 63, but retirement is definitely not on the cards.

Martin Riebel has been a firm fixture in the group since 2012: First at deuter, and later as the first CEO of the Outdoor Group, which today includes the brands ORTOVOX, Maier Sports, Gonso, and DOGHAMMER. During that time, Martin Riebel came to be a leading figure and a respected authority in the industry.

A management focused on people and brands



In his role as a manager, Martin Riebel progressed the group, while as a person he influenced its culture. With a keen eye for markets and opportunities, he steered the Outdoor Group through key phases of growth and transformation and drove its international expansion.

“With his optimistic approach, clear values, strong sense of fairness, and genuine loyalty, Martin has had a big influence on our division for many years. Without his dedication, his vision, and his leadership, much of what we have achieved today would not have been possible. So we are delighted that he can now pursue his deep passion for the mountains,” says Michele Molon, Group CEO of the Schwan-STABILO Group.

A future focused on people and mountains

Martin Riebel is starting a new chapter in his life. He will pursue his lifelong passion for mountains, where he now plans to live and work; as a hiking guide during the summer, and in winter on skis.

His departure marks the end of an era in which Riebel played a pivotal role for many years, with his authenticity, enthusiasm, and a genuine connection to the outdoor world. But one thing isn't changing: mountains have always been more than a backdrop for him. And now, they will be his new workplace or 'office'.

The Schwan-STABILO Group would like to thank Martin Riebel for all he has contributed, wishing him happiness and all the very best in the mountain landscapes he will be leading people through. Both in summer, and winter!

Martin Riebel is succeeded by **Christoph Frechen**. He will step into the role of CEO, taking Schwan-STABILO Outdoor into the next chapter. Christoph Frechen's tenure begins on 1, July 2026.

Christoph Frechen has more than 20 years of international leadership experience in the sporting goods and outdoor industry. Throughout his career, he has held senior positions at adidas and INTERSPORT Group, where he was responsible for global branding, business development, and commercialization initiatives.

Frechen most recently held the position of General Manager of Global Marketing & Communications at the INTERSPORT Group, a world-leading multi-brand sporting goods retailer. He was responsible for global brand development, expanding the company's cross-channel capabilities, and further developing international marketing structures. Prior to that, he held various international leadership roles at adidas in the areas of brand, strategy, and commercial leadership.

In addition, Christoph Frechen also works as a consultant, mentor, and judging panelist within the international consumer and marketing industry.



“I am thrilled to be joining the Schwan-STABILO Outdoor Group – a company with deep roots in the outdoor industry and a portfolio of authentic brands with huge global potential,” says Christoph Frechen. “I would like to extend my sincere thanks to Michele Molon and the Schwanhäußer family for placing their trust in me. I look forward to playing an active role in shaping the Outdoor Group's next period of growth and development.”

His main priorities include increasing the company's international market presence, boosting competitiveness, and developing long-term strategic platforms for growth.

“We are looking to build on the strength of our core markets, pursue new growth opportunities, and further enhance the global relevance and appeal of our outdoor brands,” adds Frechen.